Hotel Booking Should be Fast and Easy with no Blunders

Problem Statement:

Booking a hotel is not as straightforward as it can seem and can come with various risks, such as booking the wrong one for trips, not accounting for taxes and resorts fees, or possibly not checking reviews.

Background/Measurement:

People who travel go through many hassles in trying to book a hotel, whether it be for vacation near them or traveling abroad, and can struggle to find some adequate for their stay or something close to their budget.

Current State

Inexperienced customers have to constantly expect the worse and have back up plans or fixes for any situation that can arise such as incorrect arrival and departure dates, the consequences of not using credit cards, reservations for wrong hotels, etc.

Root Causes Analysis

Why? People are having issues being able to book hotels.
 Why? A lot of factors contribute to making it hard to find suitable hotels for people to book for their stays.
 Why? Customers may not do enough research when they book hotel rooms and this can come with several consequences as it being costier at the time of arrival whether they didn't use credit card, didn't account for taxes or rates, and a lot of other situations.
 Why? Customers may not be too experienced on what to look for and may really just take things to face value and hope for the best while expecting the best, as what is written from hotels.
 Why? Hotels can be vague on the information that they give as well as how taxes and rates can change if customers have made bookings early.

Target State

Users are able to book hotels after enough time of c availability, rates, reviews, user-posted photos, hotel changes, viceversa

Countermeasures

- Develop a desktop/mobile application that provid with available hotel booking of the area chosen a track of current rates, tax and resort fees, etc.
- Design friendly user interface for quick and easy
- Provide locations from closest to farther for the current location or given location (for travels).
- Develop a computer system that receives and lo the time of bookings being placed.
- Payment could be made available electronically (taking into account how credit cards can offer re airline miles, etc.)

Implementation Plan

What	Who	When
Create web application to allow easy hotel booking for customers	Software developer team working with hotels	Once approved and competent team is chosen.

Check Results

Measure usage of application and revenue difference for pr increase or decrease and create user surveys for customer

Update Standard Work

Improve user interactions for applications and take us possible further features.

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Outcome

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